

FOR IMMEDIATE RELEASE

MasterCraft Strengthens South-Central Texas Dealer Network With Expanded Boat Town New Braunfels Location

Boat Town New Braunfels Brings Three Generations of MasterCraft Expertise to the Growing Boating Community in New Braunfels and McQueeney

VONORE, Tenn. (March, 17) – MasterCraft Boat Company, a subsidiary of MasterCraft Boat Holdings, Inc (NASDAQ: MCFT) and the best-selling towboat brand, today announced the opening of Boat Town New Braunfels, a new location serving New Braunfels and McQueeney, Texas. As the South-Central Texas region continues to grow as a hub for watersports and boating, Boat Town New Braunfels will bring MasterCraft’s unparalleled craftsmanship, expert service, and industry expertise closer to local enthusiasts.

Boat Town has been a MasterCraft dealer since 1986, making it the longest-running brand the dealership currently carries. As a third-generation, family-owned company, Boat Town is committed to partnering with brands that deliver the highest quality products and prioritize an exceptional customer experience. MasterCraft’s legacy of world-class towboats, its industry-leading warranty, and emphasis on dealer support has been instrumental in helping Boat Town build its brand, expand its network of dealerships, and maintain its reputation as one of the top MasterCraft dealers nationwide. Boat Town has consistently ranked among the top 10 MasterCraft dealers for many years and is frequently recognized locally, including being named “Best Boat Dealer” by the *Austin American-Statesman* and earning a 2025 “Locals Love Us” recognition from *101 Highland Lakes*.

“Expanding our network of dealerships by opening Boat Town New Braunfels allows us to bring MasterCraft’s premium towboats and world-class customer experience to even more watersports enthusiasts in the area,” said Morgen Burchell, Director of Marketing at Boat Town. “Our family has been serving Texas boating communities for three generations, and this new location reflects our commitment to treating customers how we want to be treated, while setting a new standard of excellence in the South-Central Texas market.”

Located within five miles of three major lakes and just 40 minutes from the region’s largest lake, Canyon Lake, Boat Town New Braunfels is well-positioned for on-water demo events, surf clubs, and other community-focused boating experiences. The dealership will offer MasterCraft boat sales, certified service, a fully stocked parts department, and personalized support to help customers make the most of their time on the water.

To celebrate the spring season, Boat Town New Braunfels will host a series of on-water demo events across Central Texas:

- March 20 | Lake LBJ, Boat Show Kick-Off Event – A throwback ski show and celebration of Boat Town’s 65 years on the water.
- March 21–22 | Lake LBJ, Better Than a Boat Show – Explore the full inventory lineup on the water, demo-ready and hands-on.
- March 28 | Lake Travis, Demo Your Dream – On-water demos designed for Lake Travis boaters at Hurst Harbor Marina.
- April 25 | Lake Dunlap, Ride & Drive – Experience MasterCraft boats near the New Braunfels storefront.
- May 2 | Lake Brownwood, Dockside Demo & Show – An on-water demo and show experience at Wild Duck Marina.

MasterCraft is driven by a mission to deliver industry-leading quality, uncompromising comfort, and precision craftsmanship in every model. From hull to helm, each boat is engineered with meticulous attention to detail, ensuring durability and performance that exceeds industry-standards. Designed with the driver, rider, and passenger in mind, MasterCraft prioritizes on-water comfort through innovative seating, intuitive controls, and superior ride characteristics. Above all, the brand is renowned for its unmatched wave and wake performance, consistently pushing the boundaries to provide the perfect pull for wakeboarders, wakesurfers, and skiers alike—setting the standard for excellence on the water.

For more information about MasterCraft and Boat Town, please visit www.MasterCraft.com and www.BoatTownNewBraunfels.com. To join the conversation and stay up to date on product news and Texas boat demos follow [@Mcboatcompany](https://www.instagram.com/Mcboatcompany) and [@Boattownatx](https://www.instagram.com/Boattownatx) on Instagram. Full event details and demo reservations are available at boattown.com/events.

About MasterCraft:

MasterCraft is a world-renowned innovator, designer, manufacturer, and marketer of premium performance sport boats. Founded in 1968, MasterCraft has cultivated its iconic brand image through a rich history of industry-leading innovation, and more than five decades after the original MasterCraft made its debut, the company’s goal remains the same - to continue building the world’s best ski, wakeboard, wake surf, and luxury performance powerboats.

About MasterCraft Boat Holdings, Inc.:

Headquartered in Vonore, TN, MasterCraft Boat Holdings, Inc. (NASDAQ: MCFT) is a leading innovator, designer, manufacturer, and marketer of premium recreational powerboats through its three brands, MasterCraft, Crest, and Balise. For more information about MasterCraft Boat Holdings, please visit Investors.MasterCraft.com, www.MasterCraft.com, www.CrestPontoonBoats.com, and www.BalisePontoonBoats.com

Media Contact:



MasterCraft

Mandie Albert
The Brand Amp
mastercraftpr@thebrandamp.com

MasterCraft Boat Company
100 Cherokee Cove Drive
Vonore, TN 37885

423.884.2221
mastercraft.com

